



HOLLYWOOD PARK OPERATING COMPANY

2/16/89

Contract

Exact dimensions

material, (12 1/2' x 32')

↑

According to
all of Steve's
documents
however old
sign from
Breeders Cup
would have
exact
measurements.

John -
Would J. Moran
be able to tell
us this →

- Claire -
let review
w/ J.W. @

February 9, 1989

Mr. John Connolly
Manager of Special Media
Philip Morris U.S.A.
120 Park Ave.
New York, N.Y. 10017

Dear John:

Per our conversation last week, Hollywood Park is
interested in putting together our advertising agreement
over a five-year period.

We look forward to receiving the contract and putting
this agreement in place for our upcoming meeting beginning
April 26.

I also would appreciate it if you could alert Esther Fortner
of Claire Cardich to send us the negatives for the ad for
the back cover of our program, since we will be going to
press in March on our covers.

If you have any questions, do give me a call at (213)
419-1543.

I look forward to working with you.

Sincerely,

Steve Brener
Director of Public Relations
& Marketing

SB:hb

cc: Mrs. Everett
Don Robbins

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